

Rep Order# 9771679 Ver# 13 Status Revised  
EC'd Yes

Traffic Order# 565920

Printed: 09/07/2012 8:54 AM  
Last Received: 09/06/2012 5:56 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2599  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2599  
Flight Dates 09/14/2012 - 09/20/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

---CONTRACT COMMENT---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

---REMARKS---

REVISED LN 20 DUE TO NA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*20	F	8A-9A	FOX13-LIVE@5WK	:30	\$400.00	09/14-09/14	1	1	1	\$400.00	
	Rating: 1.4											
	Sales Remark: V13 CHANGED LINE DUE TO NA											
	V13 More than 2 codes changed											

---REPORT TOTALS---

Report Totals: 1 / \$400.00

---SALES MONTHLY TOTALS---

Sep 12: 33 / \$26,725.00  
Sales Totals: 33 / \$26,725.00  
Station Totals: 33 / \$26,725.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$133,625  
CABL 0% KDLJ 0% KJZZ 0% KSL 24% KSTU 20%  
KTVX 16% KUCW 5% KUTV 35% UNKB 0% UNKN 0%

Books null  
Demos RA3564

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Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2599  
Buyer Ben Angle  
Phone#  
Fax#

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Hiatus Weeks

Rep Firm  
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Salesperson FAX# 917-206-9589

Rep Order# 9771681 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 565967

Printed: 09/07/2012 8:53 AM  
Last Received: 09/06/2012 5:59 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2601  
Buyer Ben Ange  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2601  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 21 FOR REV DUE TO NA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*21	TU	1005P-1035P	SEINFELD	:30	\$450.00	10/02-10/02	1	1	1	\$450.00	
Rating: 1.8												
Sales Remark: V9 REV LN DUE TO NA												
X												
V9 More than 2 codes changed												

---REPORT TOTALS---

Report Totals: 1 / \$450.00

---SALES MONTHLY TOTALS---

Sep 12: 12 / \$8,475.00 Oct 12: 21 / \$12,600.00  
Sales Totals: 33 / \$21,075.00  
Station Totals: 33 / \$21,075.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$105,375  
CABL 0% KDLU 0% KJZZ 0% KSL 24% KSTU 20%  
KTVX 16% KDCW 5% KUTV 35% UNKB 0% UNKN 0%

Books null

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Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2601  
Buyer Ben Angle  
Phone#  
Fax#  
Demos RA3564

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2601  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

Rep Order# 9771680 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 565955

Printed: 09/07/2012 8:53 AM  
Last Received: 09/06/2012 5:44 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2600  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 6 & 22

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*6	F	8A-9A	GOOD DY UTAH8A	:30	\$400.00	09/21-09/21	2	1	2	\$800.00	
Rating: 2.3												
Sales Remark: V9 ADD - MG FROM LN 22												
V9 Comment Changed, Spots/week Changed												
	*22	SA	5P-530P	FOX13-LIVE65WK	:30	\$400.00	09/22-09/22	0	0	0	\$0.00	
Rating: 1.4												
Sales Remark: V9 NA												
V9 Comment Changed, Spots/week Changed												

---REPORT TOTALS---

Report Totals: 2 / \$800.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$24,025.00  
Sales Totals: 35 / \$24,025.00  
Station Totals: 35 / \$24,025.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$120,125 CABL 0% KDLU 0% KJZZ 0% KSL 24% KSTU 20%

Rep Order# 9771680 Ver# 9 Status Revised

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3 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2600  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2600  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

KTVX 16%

KUCW 5%

KUTV 35%

UNKB 0%

UNKN 0%

Books null  
Demos RA3564

Rep Order# 9771678 Ver# 13 Status Revised

Traffic Order# 565897

Printed: 09/11/2012 8:19 AM

2 of 3

EC'd Yes

Last Received: 09/11/2012 6:41 AM

Showing Buylines: All Rep Revised Lines

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

NO SPOTS ON 9/11 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

LN 11 NA - MG LN 33

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*11	SA	8A-9A	GOOD DAY UT-SA	:30	\$500.00	09/08-09/08	0	0	0	\$0.00	
	Rating: 3.1											
	[MADE-GOOD BY LINE(S) 33]											
	V13 Effective Dates Changed											
	*33	W-TH	7A-8A	NEWS	:30	\$500.00	09/12-09/13	1	1	1	\$500.00	
	[MAGD FOR SPOTS MISSED ON LN #11: 9/08(1/WK)]											
	V13 Added											

---REPORT TOTALS---

Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$22,025.00

Sales Totals: 32 / \$22,025.00

Station Totals: 32 / \$22,025.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$110,125 CABL 0% KDIU 0% KJZZ 0% KSL 24% KSTU 20%

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EC'd Yes

Traffic Order# 565897

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Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

KTVX 16% KUCW 5% KUTV 35% UNKB 0% UNKN 0%

Books null  
Demos RA3564



2 of 3

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
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NO SPOTS ON 9/11 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

SEE LN 20 FOR REVISION DUE TO NA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 2.4	*3	W	6A-7A	GOOD DY UTRH6A	:30	\$375.00	09/12-09/12	1	1	1	\$375.00	
V9 More than 2 codes changed												
Rating: 2.3	*9	W	8A-9A	GOOD DY UTRH8A	:30	\$400.00	09/12-09/12	1	1	1	\$400.00	
V9 More than 2 codes changed												
Rating: 2.0	*17	F	530P-6P	FOX13-LIVE@530	:30	\$550.00	09/07-09/07	1	1	1	\$550.00	
V9 More than 2 codes changed												
Rating: 1.4	*20	TH	8A-9A	FOX13-LIVE@5WK	:30	\$400.00	09/13-09/13	1	1	1	\$400.00	
Sales Remark: V11 CHANGED LINE DUE TO NA V11 More than 2 codes changed												
Rating: 1.8	*21	M	1005P-1035P	FOX13-LIVE@5WK	:30	\$450.00	09/10-09/10	1	1	1	\$450.00	
Station Remark: V6 No EN 9/9 dtc NFL. Mkgd 1x 5-6p EN w/o 9/10 V9 More than 2 codes changed												

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Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2597  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*29	W		9P-930P	FOX NEWS AT 9	:30	\$1,200.00	09/12-09/12	1	1	1	\$1,200.00	
Rating: 3.8												
V9 More than 2 codes changed												

*32	W		1005P-1035P	SEINFELD	:30	\$450.00	09/12-09/12	1	1	1	\$450.00	
Rating: 2.2												
V9 More than 2 codes changed												

---REPORT TOTALS---  
Report Totals: 7 / \$3,825.00

---SALES MONTHLY TOTALS---  
Sep 12: 32 / \$22,025.00  
Sales Totals: 32 / \$22,025.00  
Station Totals: 32 / \$22,025.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$110,125  
CABL 0% KDLJ 0% KJZZ 0% KSL 24% KSTU 20%  
KTUX 16% KUCW 5% KUTV 35% UNKB 0% UNKN 0%

Books null  
Demos RA3564